

Focus Group: May 20 at 8:15 PM
Charlotte, NC

PHEV Label Design Worksheet #4

Option	Most Understandable
A	3
B	1
C	4
Which vehicle is more fuel efficient?	
	Option 1
A	1
B	6
C	0

Gasoline Engine Vehicle Label Design Worksheet #1

Option	Most Understandable
A	0
B	6
C	2
Which vehicle is more fuel efficient?	
	Option 1
A	1
B	8
C	0

EV Label Design Worksheet #2

Option	Most Understandable
A	1
B	5
C	2
Which vehicle is more fuel efficient?	
	Option 1
A	8
B	2
C	0

Compare Vehicle Technologies Worksheet #5

	Gas
30 miles?	0
50 miles?	0
100 miles?	2
Enviro friendly	0

Environmental Metric Worksheet #6

Label	First Choice
A	5
B	1
C	0
D	0

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Least Understandable	2
	4
	2
Option 2	7
	2
	8

Least Understandable	2
	1
	5
Option 2	7
	0
	8

Least Understandable	2
	3
	3
Option 2	0
	6
	8

	EV	PHEV
	6	2
	5	3
	3	3
	8	0

Second Choice	1
	0
	3
	1

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E

3

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2